

Proposal:

Unified Brand Identity

Fashion District Business Improvement District



April, 2017

Your LA Fashion District Team

RYAN RIECHES

BrandingBusiness
Founding Partner



Project role
Brand Strategy

TRACY MCCARTY

BrandingBusiness
Strategist



Project role
Lead Strategist

LAUREN SCHLAU

Lauren Schlau Consulting
Founder & President



Project role
Research and Insights

Our team for LAFD brings industry experience, best practices, and a research-driven point of view to form the foundation for our creative recommendations.

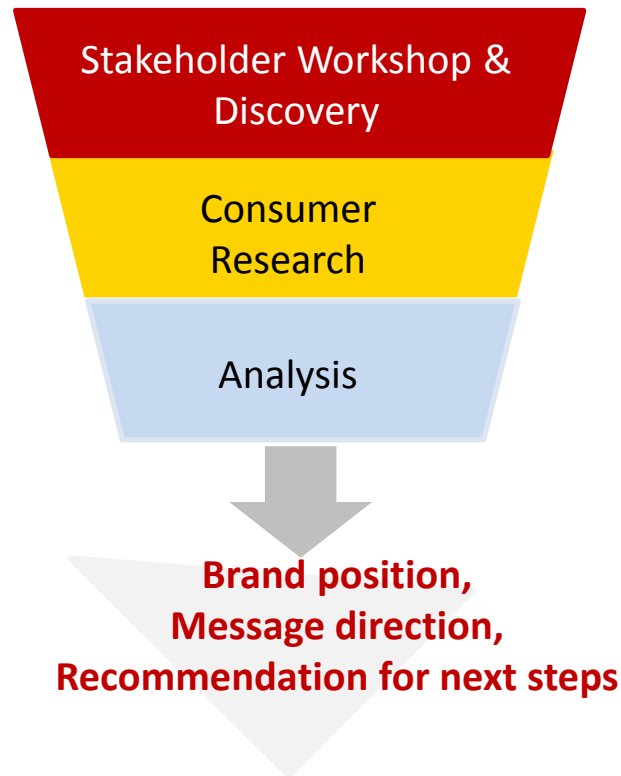
Ryan, founder of branding Business, is a long term brand expert, doing branding for OC Tourism Council, creating the Huntington Beach *Surf City*, brand, creating Destination Irvine - for tourism and business development, and the Irvine Company brand - across all business units.

Tracy has over 35 years of experience in strategic branding with local, regional and national brands spanning multiple consumer categories

Lauren is a recognized market researcher serving clients including business improvement districts in Los Angeles, areas destinations and cultural entities, including various brand research projects.

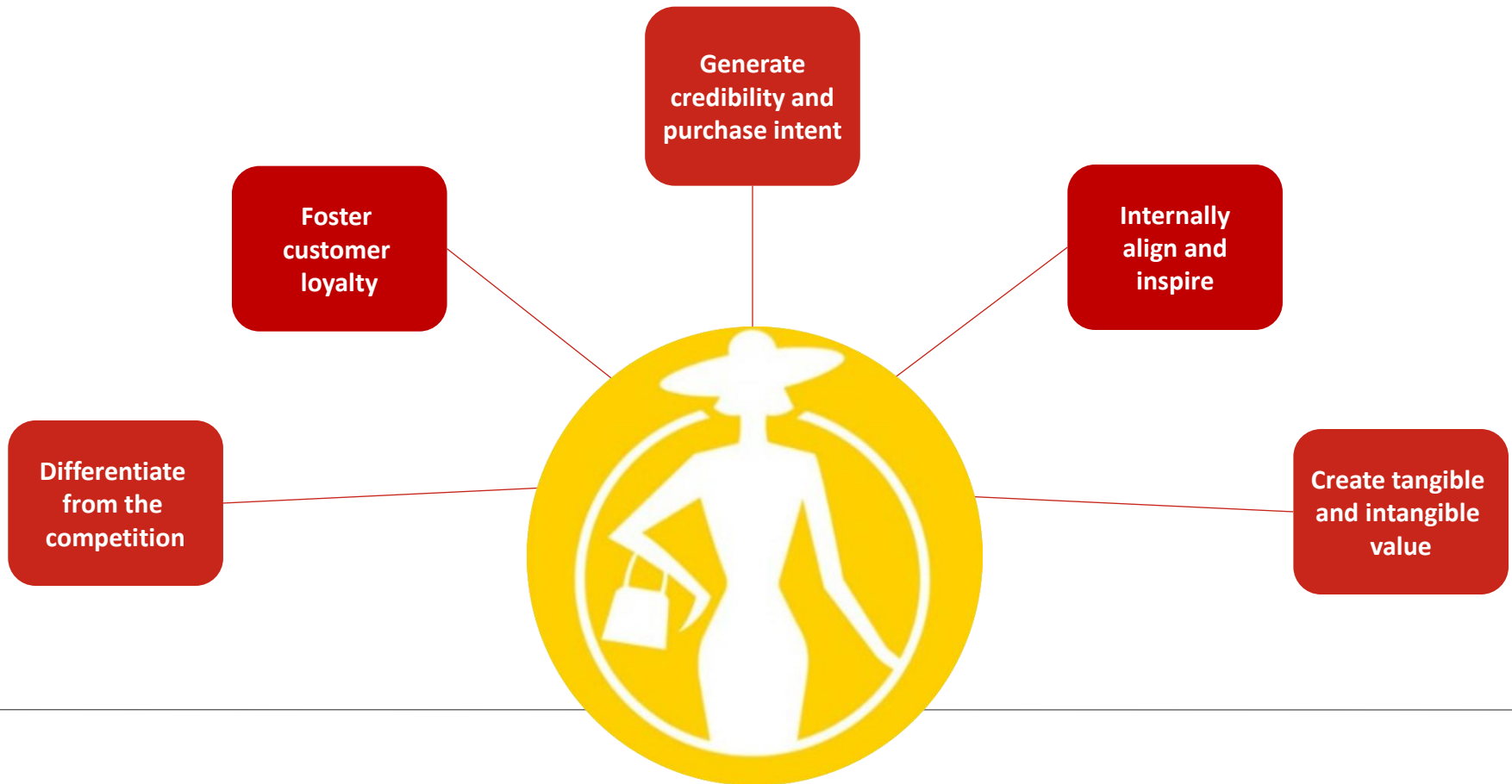
Project Overview - Los Angeles Fashion District Brand Position

Objective: Provide services to the Los Angeles Fashion District to identify an overarching Brand relevant to the growing diverse customer base and use as the basis for a recommended marketing plan.



How can branding and strategic messaging can help the LAFD?

Define our target audience(s), articulate who we are as a brand, what we believe in, and why people who are important to our future should do business with us.



Industry example: NY Garment District Rebrand, 2012

Situation

Empty buildings, rezoning for non-production occupancy (Hotel, residential, restaurant) was driving the need to attract businesses and customers to the 10+ block district.



Need

The Fashion Center BID hired a rebranding firm to understand the essence of the brand, update the name (change it if necessary) and create a new logo.



Discovery

Audience interviews, online research. The name, logo and current messaging no longer reflected the experience occurring in the area; less production, more retail and increase in lifestyle businesses such as hotels, coffee shops and boutiques.



Action

New logo, new messaging, marketing and online SEO/SEM aligned with the new brand.

Industry example: NY Garment District Rebrand, 2012

Results

"The evolution this neighborhood has experienced is breathtaking," said Barbara Blair Randall, president of the Garment District Alliance. "The new Garment District is a vibrant, eclectic neighborhood that rivals any in the city as a place to work, play, eat or shop. It is easy to get to, but hard to leave."



The Fashion Center – undefined and not representative of the tenants and customers



Reclaimed historic Garment District name and formulated it as an alliance. Logo represents the city blocks in the District and variations of color represent varied businesses

THE LOS ANGELES FASHION DISTRICT

Multiple dynamics influencing the need to manage the brand



Multidimensional

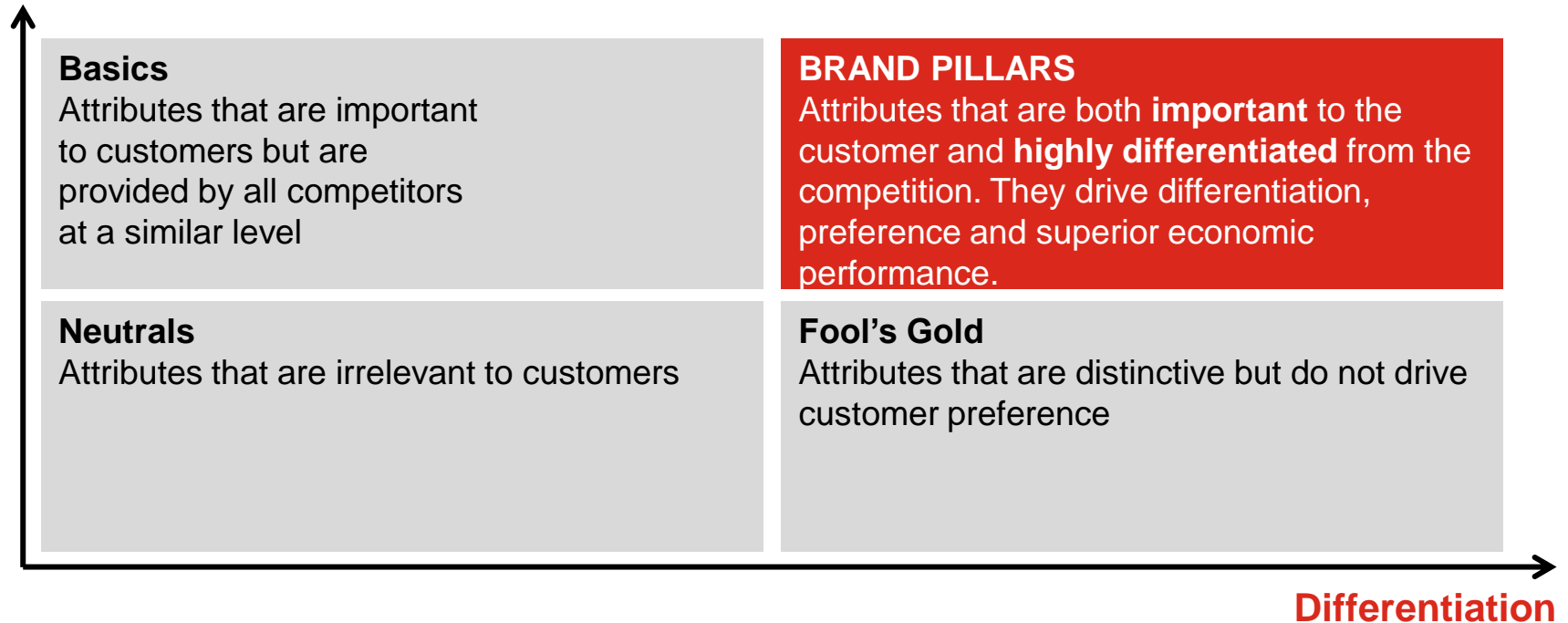
Extraordinary development

Undefined persona

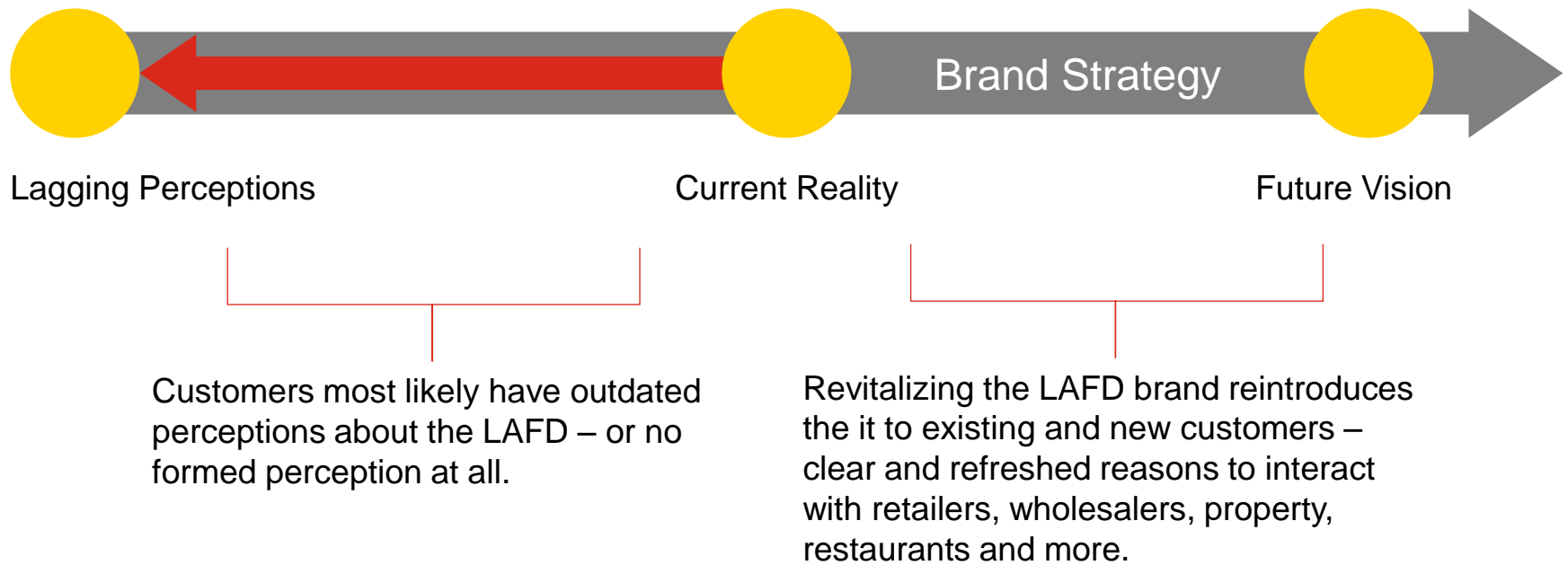
This development calls for *informed strategy(s)* to best manage the brand as it evolves.

Our goal: to identify what's relevant to LAFD target audiences, and what differentiates and unifies us as a destination for interaction on all levels.

Relevance



Developing the LAFD brand begins by understanding existing perceptions



Success means creating a single, unified brand that brings meaning to why the LAFD exists



Create a single story that unites our businesses

Our business are diverse, but the experience we offer our customers is united – satisfaction in meeting their needs be it fabric, flower, food or other purchases; places to live, eat and exchange ideas and creativity.



Grow into a destination that goes beyond a single interaction

The LAFD is more than one business or industry. It is becoming an experience. We need to understand what this experience means and translate it into a brand and messaging that attracts satisfies customers.



Focus on communicating the brand message as a unified effort.

A unified front eliminates the need for separate marketing plans – we can economize through scale. Marketing becomes experiential and efficient v. disparate and more costly.

APPROACH OVERVIEW

LA Fashion District Proposal

1

Discover

- Information review - all available relevant research and competitive information for the Fashion District.
- Conduct a “discovery workshop” with LA Fashion District stakeholders to understand current perceptions, goals, barriers to success and more.
- External target audience research
 - Internet Survey
 - Intercept surveys
- Uncover key insights.

LA Fashion District Proposal

2



Develop

- Brand Opportunity Workshop: Develop strategic scenarios and share with the Fashion District steering committee for alignment.
- Develop positioning platform for the LA Fashion District.
- Develop high-level message direction.
- Provide recommended next steps.

LA Fashion District Proposal

3

Messaging



- Review existing marketing messages and plan – what's worked, what hasn't
- Develop high-level messaging in alignment with the new brand

LA Fashion District Proposal

4

Recommendation for Next Steps



- Dependent upon the brand positioning, phase 2 would include:
 - Logo design
 - Implementation plan
- Design and implementation would be costed separately and are dependent upon the brand direction.

Timeline & Process

- We envision the entire project to be an 15 week process.

Brand Project Timing & Schedule



Budget & Billing

Project Budget

- Our proposed project budget is \$55,000 for the workscope, tasks and deliverables outlined herein.
- This includes consultant expenses, and incentives for intercept respondents.

Proposed Invoicing Schedule

- An initial payment of \$13,750 (25%) to begin the project and cover initial start-up costs, to be billed after project authorization, due and payable upon receipt.
- First interim payment of \$13,750 (25%) following the completion of the qualitative focus groups research due in 30 days from the billing data.
- Second interim payment of \$13,750 (25%) following the completion of the quantitative research due in 30 days from the billing data.
- Final payment of \$13,750 (25%) following the submission of the research findings and Initial Brand Recommendation, due in 30 days from the billing data.

APPENDIX

DETAILED BRAND/RESEARCH APPROACH

Phase 1 | Discover

Step 1: Information Review & Competitive Overview

Review LA Fashion District existing strategic plans, collateral/communications materials and market research.

Intent is to give the team an in-depth understanding of the organization's business strategy and existing brand and basis for the Discovery Workshop.

The team will review the following as available and relevant:



Business Strategy/Planning

- Business strategy documents
- SWOT analysis
- Marketing strategy & plan(s)

Existing Research

- Existing customer/market research
- Competitor profiles
- Employee surveys
- Audience/segmentation studies
- Brand equity studies
- Analyst reports

Informational Materials

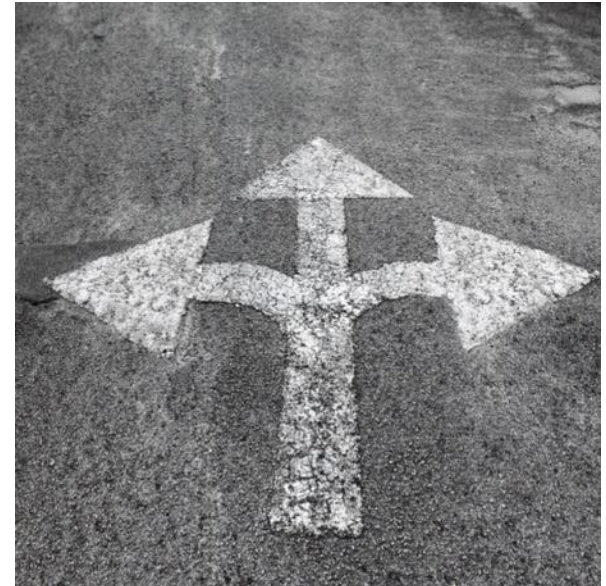
- Investor/strategy presentations
- Marketing and communications materials
- Sales presentations, new business proposals
- Internal communications (newsletters, campaigns, memos, etc.)
- Buyer personas
- White papers
- Newsletters
- Trade publications
- Competitive websites and messaging, physical materials

Phase 1 | Discover

Step 2: Discovery Workshop

The team will conduct a workshop with a cross functional team of LA Fashion District leaders. The workshop will be customized to your needs, including guided exercises around a variety of topics, such as:

- Exploration of strategic initiatives and organizational objectives
- Assessment of organizational strengths and obstacles
- Evaluate existing equities and perceptions of the brand
- Discussion of competitive landscape
- Business opportunities and challenges
- Key points of differentiation and distinction
- Definition of key audiences and purchase drivers
- Existing and desired brand attributes
- Visioning exercises



Phase 1 | Discover

Step 3: Consumer Research

Following the Discovery Workshop, and in view of the forgoing goal to develop an overarching Brand to unify the LA Fashion District and to identify current and potential customers, we propose to conduct research via two simultaneous approaches as follows:



1. Internet Survey of FD users
- but mainly non-users - to
gather perceptions, FD
visitation (if user), why not
visit, what would motivate
visitation, Demographics



2. On-site intercept surveying
to gather user perceptions,
behaviors relative to the FD.
and consumer Demographics

Consumer Research: Internet Survey

- Conduct a *quantitative* survey via internet of the regional population to measure impressions and behaviors toward the LA Fashion District on a larger scale.
- Most respondents will be non-Fashion District users. It is important to understand who this group is, why they are non-users and what might motivate them to visit.
- To construct this survey we first will meet as a team to brainstorm the key concepts and data we want to gather.
- Questions will focus on their perceptions of the LA Fashion District, where people got those perceptions, various behaviors and in addition, detailed respondent demographics.
- The survey will be sent to an established reputable internet panel. We seek a return of 400-500 responses sufficient as a reliable sample and for segmenting into subgroups. Qualified respondents will be:
 - Residents within a 30 mile/ one hour radius of Downtown Los Angeles
 - Between ages 18-70
 - Males and females
 - All ethnicities
 - May be or not be Fashion District customer

Consumer Research: Intercept Survey

- Conduct an on-site intercept survey among current LA Fashion District users mainly to identify some perceptions, their behaviors in the FD, and demographics.
 - This will be conducted simultaneously with the internet survey.
- Questions will be similar to those for the internet survey such that we can compare LAFD users to non-users and use as a basis for brand position.
- We will employ professional interviewers to survey 250 LAFD consumers on-site as they are out and about in the Fashion District as follows:
 - Over a 7-day period
 - Varied by location in the subdistricts
 - Varied by time of day and day of the week
 - A random representative sample varied by ethnicity, gender and age

Phase 2 | Develop

Step 1: Brand Opportunity Workshop

The team will present the research findings that will inform the brand strategy for the organization – the greatest potential for organizational success given the internal strengths, customer perceptions and competitive realities.

This presentation will include the foundation of the subsequent brand platform - building upon the brand drivers identified by you and those closest to the company.

At this point, we invite the team to react to the work and offer any feedback or revisions before we begin crafting final brand positioning language.

- Explore perceived equities of the brand in relation to internal, customer and consumer feedback
- Identify brand attributes that drive distinction and customer loyalty
- Preliminary corporate brand positioning and evaluate gap between existing and desired state



Phase 2 | Develop

Step 2: Brand Positioning Platform for the LAFD Brand

Based on conclusions from the Discover phase, we will identify the positioning strategy that best serve the needs of the LA Fashion District. Through identification of current perceptions and business goals, we will formulate a brand positioning voice that has the most effective impact on the Fashion District's key audiences. We will write positioning statements capturing these strategic directions that comprise the following elements:

- **Brand Pillars:** Foundational truths that, when combined, create the basis for a corporate brand positioning that is sustainable, authentic, and differentiating.
- **Brand Positioning Statement:** Articulates the core elements of a company's competitive posture in the market. It serves as a blueprint for all other elements of the brand development.
- **Brand Essence:** A brief, inspirational theme encapsulating the core idea and emotional heart of the positioning.
- **Personality Attributes:** Descriptors that support the positioning statement, dimensionalize the brand and define its key personality and performance characteristics.

Brand Pillars

Foundational "truths" that, when combined, create the basis for a corporate brand positioning that is compelling, authentic, and differentiating.

Brand Positioning

The central statement that articulates core elements of a company's brand strategy and serves as a blueprint for all other elements of the brand.

Brand Essence

Brief, inspirational theme encapsulating the core ideas and emotional heart of the positioning strategy.

Personality Attributes

A set of descriptive words that collectively characterize the brand and define its key personality traits.

BRAND PLATFORM

Phase 2 | Develop

Step 3: Positioning & Messaging Direction And Next Steps For The LAFD Brand

We will develop a messaging platform to translate the approved brand positioning strategy into a series of salient messages for each of the targeted audiences uncovered during the Discovery process.

The goal of the messaging platform is to empower staff to develop consistent messages for targeted District audiences for a variety of communication platforms such as PowerPoint presentations, sales pitches, tradeshow, promotions, digital and advertising.

Skywell 100 Messaging Matrix	
Key Driver: Water Conservation	Who is Skywell? Skywell is a forward-thinking organization with a mission: to have a positive impact on the world's fresh water challenges.
Sample Target Industries: <ul style="list-style-type: none">• Consumer• General office• Higher education• Commercial building (LEED)• Sports franchises• Vertical/indoor/cannabis farming	Purchase Drivers: <ul style="list-style-type: none">• Concern about environmental impact of day-to-day water use• Concern about long-term effect of overuse of water• "Green" efforts can be used to enhance personal, professional or end product image• Desire to make a statement about social responsibility• Desire to achieve LEED certification
Competitive Set: <ul style="list-style-type: none">• Other atmospheric water generator manufacturers• Gray water systems• Techniques or appliances that reduce water consumption	What Skywell Offers: <ul style="list-style-type: none">• Fresh water without draining limited natural water supplies• Limits a person/company's environmental footprint• A predictable, renewable supply of fresh water• Complies with environmental ordinances
	Why Skywell Is Different:

Skywell 100 Messaging Matrix	
Key Driver: Water Scarcity	Who is Skywell? Skywell is revolutionizing the way that people and businesses source their water by providing a renewable, reliable approach to meeting everyday water use needs.
Sample Target Industries: <ul style="list-style-type: none">• Consumer• Residential• Vertical/indoor/cannabis farming• Preppers/survivalists• Car wash/auto detailers• Disaster relief• Prop 1/off-grid	Purchase Drivers: <ul style="list-style-type: none">• Concerns about rising cost of water• Concerns about fines related to overuse of water• Concerns about long-term availability of water supply• Desire to decrease reliance on traditional water supplies for long-term cost savings• Desire to obtain a water source where one does not currently exist
Competitive Set: <ul style="list-style-type: none">• Bottled water• Water trucking• Gray water systems• Techniques or appliances that reduce water consumption	What Skywell Offers: <ul style="list-style-type: none">• A predictable, renewable supply of fresh water• Water that is made and readily available for any use (potable or non-potable)• Supplements existing water sources for small-scale or large-scale use• Does not rely on a dedicated water line, and can be placed in any location where electricity is available
Conversational Tone: <ul style="list-style-type: none">• Practical• Bold• Long-term oriented	Why Skywell Is Different: <ul style="list-style-type: none">• Air water is created simply from the moisture in the air, which decreases reliance on consistent external water supplies• Unit is designed for 7 years of continuous use (with maintenance)

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Prepared For Skywell | 06.24.15 | 14

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Example only - Previous client sample

THANK YOU!!!

